

Selling your home Past, Present, and Future



(The past)

The way it began

A realtor came to your home and you paid that person a fee to sell your home. That fee was there for the agent to represent both the buyer and the seller at the same time (conflict of interest?). This was the norm at the time.



(The present)

Doesn't everyone deserve representation?

Buyers agency became popular. And if sellers are represented by an agent, why shouldn't buyers be too? Rules were introduced where buyers could have their own agent to protect their own interest. And both buyers and sellers agent split the commission paid by the seller



(the future?)

Starting Aug 17, 2024

Not much should change here. However, how things are done will be different. Because of recent lawsuits, the selling agent is not offering up a percentage of their commission in the same way. Now, it's split up separately. And if the seller doesn't want to offer a commission to a buyer, they will not have to.



Al Farkas

“Success hinges greatly on the principles of supply and demand. And an understanding of various strategies is pivotal in maximizing returns on your investment. In the last few years, we’ve seen that increased showings typically yield more offers, consequently elevating the likelihood of securing a higher bid and more favorable terms for the home seller. Therefore, it’s important to be aligned in our strategy to achieve success. As failure to do so, may prolong the listing period, diminish showings, and ultimately result in reduced proceeds with suboptimal results.”

Buying your home Past, Present, and Future



(The past)

The way it began

You saw your "FOR SALE" sign in the neighborhood or you looked up properties likely in your Sunday newspaper. After you called the realtor associated with the property, you scheduled a showing. And the agent who wrote your paperwork represented both the buyer and seller at the closing table.



(The present)

Doesn't everyone deserve representation?

Buyers agency became popular. And listings are found on ZILLOW and on the internet. A realtor you worked with took you to several properties. And 93% of them usually had the buyers agent compensation baked into the price already (from the seller). So you likely didn't pay a commission for the home you purchased.



(the future?)

Starting Aug 17, 2024

While the process may not change much. The process is completely different. Before the first meeting and seeing any homes, there will be a meeting where the agent and buyer will discuss how the process works. And the agent and buyer will discuss what the agent compensation will be **if the seller decides doesn't cover agent compensation. We have yet to discover if this will happen more often with the upcoming change in rules.**



Al Farkas

"It's possible that not much will change much in the way that real estate is done. Sellers will likely realize that to bring in more buyers, that paying the buyer agent compensation will still continue just like it has 90% of the time currently. However, in the future, for buyers to begin the process of seeing homes with an agent. According to the new NAR guidelines, it will be required that the agent and client will need to have a signed agreement and compensation amount agreed upon before stepping foot in even one home"